

BAS Broadcasting, Inc.

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11/11/2004

RE: Docket # 04-233

Dear FCC:

This letter is in response to Commission notice of Inquiry requesting comments on, "concerns from the public that broadcast stations meet the needs of their local communities."

I am a 35 plus year veteran of the broadcast industry owning stations in two small communities in Ohio. Like my partner, I have worked for large & medium size markets. I also understand why local communities are concerned and feel their stations have abandoned them in recent years. When the Tel-Com bill was passed and large Company's were formed, our business changed forever. Wall Street now dictates the direction of Broadcast. Many small stations moved to the large city's leaving communities with no voice and no identification except the top of the hour ID a license requirement. Local coverage of sports, news, community events are gone forever and replaced by corporate demands of higher revenues and stronger profits. With that, came staff reductions and commission cuts and engineers that now work for clusters thereby decreasing the demand for fulltime employment. Many of the stations from the 80-90 Docket have also abandoned their original community of license. What we need is complete reform in our business. Our industry has failed to live up to what Wall Street promised investors and now many Americans will lose retirements and in some cases millions of dollars. Once again there is a transfer of wealth from the middle class to the rich. And the beat goes on.

What amazes me is the Commission which has turned their heads the other direction for years, now is concerned and wants to place more demands on those small broadcasters that stayed in their communities. Those that continue local sports and news, etc. will be directed to do even more paperwork and have more government restrictions while the big companies will continue to go to conventions and political events and lobby for rule changes that favor them and force the little guys to finally give up and sell.

My partner has already outlined what we do as a company to comply with the FCC so I won't bore you with the same details again. I do believe we as an industry can do better and we need the FCC's help, not more restrictions and new rules.

For example, stations licensed to Port Clinton, Bowling Green, Oak Harbor and Delta Ohio, do no public affairs programs for their communities, no sporting events, no local news, no local identification whatsoever except the top of the hour ID. They only identify with the Toledo market where the big dollars are. That's just one market. I mention it because I worked that market for many of the years I've been in the business. I'm sure this is happening all over the country with hundreds of stations and communities, yet there doesn't seem to be any concern on the part of the commission. Why ?

Now that the elections are over and we have a clear direction of where the Administration wants to take the country, the FCC has the opportunity to adhere to a philosophy that the President has of creating jobs through small companies. Our company is looking to grow and employ more people, but at what expense? We comply with everything required of our license. We even go the extra mile and do more than required and consider being a licensee an honor and a privilege.

I wish to thank whomever at the Commission that asked for comments regarding these issues. We need dialogue and appreciate the opportunity to express our feelings and hope it's taken in the positive way it is ment.

James A. Lorenzen
President
BAS Broadcasting, Inc.